

**AGENDA REGULAR MEETING
PASADENA COMMUNITY ACCESS CORPORATION
Tuesday, March 5, 2024
7:00 p.m. at 150 S. Los Robles Ave., Suite 101**

BOARD OF DIRECTORS

Kim Washington, Vice President (District 1)
Jan Sanders, Treasurer (District 2)
Anna Hawkey Jablonski (District 3)
Alan Clelland (District 4)
Michael Ocon (District 5)
Ken Chawkins, President (District 6)
James De Pietro (District 7)
Gail Schaper-Gordon (Mayor's Representative)
Lisa Derderian (City Manager's Representative)
Beth Leyden, Secretary (PUSD Representative)
Alexander Boekelheide (PCC Representative)

STAFF

George Falardeau, Executive Director CEO
Chris Miller, Chief Operating Officer
Bobbie Ferguson, Chief Production Officer
Jasiri Jenkins-Glenn, Director of Community Engagement
Liza Rodriguez, Office Administrator/Asst. to the Executive Director CEO

MISSION STATEMENT

The Pasadena Community Access Corporation is dedicated to the community access function of the Pasadena Telecommunications system and shall be operated exclusively for charitable, scientific, literary and educational purposes. In fulfilling these purposes, the corporation shall strive to achieve communication, facilitation, and development of media skills toward the ends of self-expression and community cohesion and improvement.

Item on the agenda may not be called in order listed.

Agendas and supporting documents are available on the Internet at <http://www.pasadenamedia.org>

Materials related to an item on this Agenda submitted to Pasadena Media after distribution of agenda packet are available for public inspection in the Pasadena Media Administrative office at 150 S. Los Robles Avenue, Suite 101, Pasadena, during normal business hours.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact PCAC at (626) 794-8585. Notification 24 hours prior to the meeting will enable PCAC to make reasonable arrangements to assure accessibility to this meeting.

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**NOTICE OF REGULAR MEETING
PASADENA COMMUNITY ACCESS CORPORATION (PCAC)
BOARD OF DIRECTORS**

NOTICE IS HEREBY GIVEN that a regular meeting of the Pasadena Community Access Corporation (PCAC) Operating Company (dba Pasadena Media) is scheduled for **Tuesday, March 5, 2024**, starting at **7:00 p.m.**, at **PCAC** located at **150 S. Los Robles Ave., Ste. 101, Pasadena, CA 91101**.

AGENDA

PUBLIC MEETING

- INTRODUCTION OF NEW MEMBERS/CALL TO ORDER/ROLL CALL
- APPROVAL OF FEBRUARY 6, 2024 REGULAR BOARD MEETING MINUTES
 - Motion to Approve
- PUBLIC COMMENT ON MATTERS NOT ON THE AGENDA - Please limit comments to three minutes each.
- TREASURER REPORT
- EXECUTIVE DIRECTOR REPORT
- OLD BUSINESS
 - STRATEGIC PLAN DISCUSSION re: determining date, location, and other details for board retreat
 - Information Item
- NEW BUSINESS
 - AMENDING OF CONTRACT FOR STRATEGIC PLANNING SERVICES WITH OEG, LLC
 - Recommendation:
 - Find that the proposed action is exempt from the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines Section 15061(b)(3) (Common Sense Exemption); and
 - Authorize the Executive Director/CEO to enter into an amendment to the strategic planning services contract with OEG, LLC to allow for reimbursement of \$137.50 for online survey expenses.
 - Action Item
 - DETERMINING TIME, DATE AND LOCATION OF REGULAR MEETINGS
 - Action Item
 - PCAC FY2025 BUDGET PRESENTATION
 - Information Item
- ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF
- ADJOURNMENT

Ken Chawkins, President, PCAC Board of Directors

I HEREBY CERTIFY that this notice, in its entirety, was posted on both the Council Chambers Bulletin Board, Room 247, and the Information Kiosk (in the rotunda area), at City Hall, 100 N. Garfield Ave., Pasadena, CA, in Pasadena Community Access Corporation Suite 101, and a copy was distributed to the Central Library for posting on the 1st day of March, 2024.

Liza Rodriguez, Office Administrator

Pasadena Community Access Corporation (PCAC)

MINUTES FOR THE REGULAR MEETING OF THE PCAC BOARD OF DIRECTORS FOR
FEBRUARY 6, 2024

Regular Meeting

1. CALL TO ORDER/ROLL CALL

Board President Ken Chawkins called the meeting to order at 7:08 p.m.

Board Members Present, Absent or Late, at the time of the call to order:

Kimberly Washington, Board Vice President District 1, Present

Jan Sanders, Treasurer and District 2, Absent

Anna Hawkey Jablonski, District 3, Present

Alan Clelland, District 4, Present

Michael Ocon, District 5, Absent

Ken Chawkins, Board President and District 6, Present

James De Pietro, District 7, Present

Gail Schaper-Gordon, Mayor's Representative, Present

Beth Leyden, PUSD Representative, Absent

Alex Boekelheide, PCC Representative, Absent

Lisa Derderian, Secretary, City/City Manager Representative, Absent

Staff:

George Falardeau, Executive Director CEO, Present

Chris Miller, Chief Operations Officer, Absent

Javan Rad, Assistant City Attorney, Present

Bobbie Ferguson, Director of Production, Present

Jasiri Jenkins-Glenn, Head of Community Engagement, Present

Liza Rodriguez, Office Admin/Asst. to the Executive Director CEO, Present

2. APPROVAL OF MINUTES FOR DECEMBER 5, 2023 SPECIAL BOARD MEETING

Motion by Schaper-Gordon, Second by Washington. Unanimous vote.

3. PUBLIC COMMENT

No public comment.

4. TREASURER'S REPORT

As presented by ED CEO George Falardeau per Board agenda packet.

Information item only. No action. No public comment.

5. EXECUTIVE DIRECTOR'S REPORT

As presented by ED CEO Falardeau, and staff, per Board agenda packet.

Info item only.

No public comment.

- Schaper-Gordon recommended that COO Miller provide a presentation for our Strategic Planning as a critical piece of information for input for our future (on the threat to Local Franchising & PEG and what was discussed at the ACM West SoCal meetup about it).
- Hawkey asks to have a better understanding regarding as the above.
- Mayor and City Council have not taken a position on this item, will further discuss with Lisa Derderian.
- Atty. Rad did confirm that that the city has lobbyist in DC and the council does not necessarily need to act on this bill since we do have DC advocates that could advocate for us if what the essence of it is already captured within the same legislative platform of preserving local control.

6. OLD BUSINESS

Information Item

- STRATEGIC PLAN DISCUSSION re: determining date, location, preliminary survey results and other details for board retreat
 - Chawkins announced that significant data is in and he's hopeful that everyone is reaching out to the person that appointed them if they haven't done so.
 - Chawkins also suggested getting available weekdays, even a Saturday, for a half-day session, either from 8 or 8:30 am to 1 or 1:30 pm with breaks or lunch to get a good 4-hour time-slot of planning.

- Schaper-Gordon recommended that the Strategic Planning Committee work with the consultant to prepare the session. Pres. Chawkins asked the rest of the board, and everyone agreed to this recommendation.

7. NEW BUSINESS

Information Item

- PCAC TAX RETURN: SUBMISSION OF THE ANNUAL IRS FORM 990

Action Item

- APPROVAL OF A CONTRACT FOR COVERAGE OF ALTADENA TOWN COUNCIL MEETINGS WITH LOS ANGELES COUNTY NOT TO EXCEED \$22,000

Recommendation:

- Find that the proposed action is exempt from the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines Section 15061(b)(3) (Common Sense Exemption); and
- Authorize the Executive Director CEO to enter into a contract with Los Angeles County for coverage of calendar year 2024 Altadena Town Council Meetings in an amount not to exceed \$22,000
 - Motion by De Pietro, Second by Schaper-Gordon. Unanimous vote and no public comment.

8. ANNOUNCEMENTS BY BOARD MEMBERS AND STAFF

- On behalf of Lisa Derderian, Falardeau brought up the request of City PIO and board member Derderian of the possibility of moving the meeting to another time.
- Chawkins requested for a poll to be sent out and Atty. Rad confirmed that it's not a Brown Act violation. Rad also suggested that this could be an agenda item for the next board meeting to vote on.

9. ADJOURNMENT

Meeting adjourned by Chawkins at 8:38 p.m.

FUTURE MEETING DATES

- Mar. 5, 2024
- Apr. 2, 2024
- May 7, 2024

Pasadena Community Access Corporation		
Statement of Financial Position		
As of February 29, 2024		
	Total	
	As of Feb 29, 2024	As of Jun 30, 2023 (PP)
ASSETS		
Current Assets		
Bank Accounts		
1010 Petty Cash	200	200
1120 Bank of America Checking (1018)	0	283,641
1130 Bank of America Capital - Restricted (9451)	447,781	555,842
1160 Paypal	97	0
1170 PFCU Savings (7181)	124,023	123,992
1180 Bank of America Checking (3390)	387,008	
Total Bank Accounts	\$ 959,109	\$ 963,674
Accounts Receivable		
1200 Accounts Receivable	3,200	1,805
Total Accounts Receivable	\$ 3,200	\$ 1,805
Other Current Assets		
1210 Other Receivables	0	2,800
1330 Prepaid Insurance	10,411	10,798
Total Other Current Assets	\$ 10,411	\$ 13,598
Total Current Assets	\$ 972,719	\$ 979,077
Fixed Assets		
1600 Production Equipment	449,401	449,401
1635 Leasehold Improvements	93,898	93,898
1640 Right-to-Use Lease Assets	343,106	343,106
1650 Accumulated Depreciation	-405,992	-405,992
1660 Accumulated Depreciation - LHI	-86,073	-86,073
1670 Accumulated Amortization	-439,869	-315,272
Total Fixed Assets	-\$ 45,530	\$ 79,068
Other Assets		
1800 Security Deposit	16,440	12,420
Total Other Assets	\$ 16,440	\$ 12,420
TOTAL ASSETS	\$ 943,630	\$ 1,070,564
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Credit Cards		
2050 Chase Visa Credit Card	1,721	8,896
2060 Divvy Credit Card	-814	500
Total Credit Cards	\$ 908	\$ 9,396
Other Current Liabilities		
2070 Accrued Interest	0	35
2100 Payroll Liabilities	-1,211	23,548
2200 Accrued Vacation	20,538	39,282
2500 Current Lease Liability	-94,784	27,787
2800 Deferred Income	42,913	0
Total Other Current Liabilities	-\$ 32,544	\$ 90,651
Total Current Liabilities	-\$ 31,636	\$ 100,047
Total Liabilities	-\$ 31,636	\$ 100,047
Equity		
3000 Opening Bal Equity	-37,021	-36,271
3100 Retained Earnings	559,008	450,947
3200 Temporarily Restricted Assets	447,781	555,842
Net Income	5,498	
Total Equity	\$ 975,265	\$ 970,517
TOTAL LIABILITIES AND EQUITY	\$ 943,630	\$ 1,070,564

Pasadena Community Access Corporation							
Pro Forma P&L - February 2024							
FY 2024 YTD Actual vs FY 2024 Adopted Budget							
		vs. 8 mo. Budget			vs. Full Year Budget		
	YTD Actual	YTD Budget	\$	%	FY24 Budget	\$	%
Income							
City of Pasadena	821,250	821,250	-	0.0%	1,095,000	(273,750)	-25.0%
Contributions & Grants	2,907	5,333	(2,426)	-45.5%	8,000	(5,093)	-63.7%
Production Services	8,015	9,333	(1,318)	-14.1%	32,000	(23,985)	-75.0%
Program Services	4,459	4,600	(141)	-3.1%	8,000	(3,541)	-44.3%
Other Revenue	346	667	(321)	-48.1%	1,000	(654)	-65.4%
Total Income	836,977	841,183	(4,206)	-0.5%	1,144,000	(307,023)	-26.8%
Expenses							
Payroll Expenses	379,462	421,906	42,445	10.1%	659,760	280,298	42.5%
Payroll Taxes	27,812	37,158	9,346	25.2%	58,059	30,247	52.1%
Employee Benefits	64,660	73,971	9,311	12.6%	105,745	41,085	38.9%
Occupancy Expenses	139,523	149,161	9,638	6.5%	226,485	86,962	38.4%
Accounting & Audit	13,547	15,845	2,298	14.5%	17,645	4,098	23.2%
Advertising & Marketing	999	2,000	1,001	50.0%	3,000	2,001	66.7%
Automobile Expense	492	967	475	49.1%	1,450	958	66.1%
Bank & Payroll Processing Fees	1,299	1,133	(166)	-14.7%	1,700	401	23.6%
Board Materials & Expenses	34	80	46	57.9%	120	86	71.9%
Cable Drop Fees	1,913	6,208	4,295	69.2%	9,312	7,399	79.5%
Contract Labor	2,025	1,200	(825)	-68.8%	1,800	(225)	-12.5%
Dues and Subscriptions	2,230	3,500	1,270	36.3%	3,500	1,270	36.3%
Legal & Professional Fees	14,440	-	(14,440)		20,000	5,560	27.8%
Licenses, Permits & Other Fees	20	20	-	0.0%	174	154	88.5%
Meals & Entertainment	1,812	1,200	(612)	-51.0%	1,800	(12)	-0.6%
Office Expense	3,434	5,000	1,566	31.3%	7,500	4,066	54.2%
Production Expense	14,341	15,488	1,147	7.4%	21,000	6,659	31.7%
Professional Development	3,500	1,400	(2,100)	-150.0%	2,100	(1,400)	-66.7%
Travel & Lodging	315	1,733	1,419	81.9%	2,850	2,535	89.0%
Total Expenses	671,857	737,971	66,114	9.0%	1,144,000	472,143	41.3%
Net Operating Income	165,120	103,212	61,908	60.0%	-	165,120	
PEG Capital Income Recognized	90,051	95,000	4,949	5.2%	190,000	(99,949)	-52.6%
PEG Capital Equipment Expense	249,089	126,667	(122,422)	-96.6%	190,000	59,089	31.1%

Administrative Staff Report

February 2024

Community Engagement Report

Director of Community Engagement Jasiri Jenkins-Glenn

Production Services Report

Chief Production Officer Bobbie Ferguson

Operations Report

Chief Operating Officer Chris Miller

Executive Director CEO Report

Executive Director CEO George Falardeau

Community Engagement Report – February 2024

Respectfully Submitted by Jasiri Jenkins-Glenn, Director of Community Engagement

Miscellaneous

- New Studio Coordinator
 - Sharon Huang - starting March 11th, 2024
- New Occidental Intern
 - Abigail Montopoli - starting May 30th, 2024

Membership & Training

- Membership
 - 859 Volunteer Members
 - 11 Non-Resident Producers
 - 10 Resident Producers
- Orientation
 - 17/15 initial signups
 - 8 attendees after initial cancellation due to storm
- Producer Bootcamp
 - 20/15 signups
 - 17 attendees
- Audio Essentials
 - 8/8 sign ups
 - 7 attendees - all certified
- 4-week Writer's Workshop
 - 3/6 signups
 - 4 attendees
- 3 Community Productions

Pasadena Media Productions

- *Pasadena Monthly with Justin Chapman*
 - Joel Sheldon of Vromans
- *Arroyo Now*
 - Recorded our February 2024 episode focused on the WaterCooler Room at McKinley School
- *Pasadena Media News*
 - New PMN graphics with 3D logo in the works
- *Portraits of the Community*
 - Interview with Mildred Pitts Walter filmed on February 16th, 2024
- *Crown City Podcast*
 - Andre Coleman interview recorded and pushed to March
 - Recorded with Roberta Martinez for March
- *Non-Profit Spotlight* (working title)
 - Slated to start in Q2
- Access For All: Integrating Accessibility
 - First episode to be released in March
- Heritage Buildings in Pasadena
 - In the works - slated for Q2 release
- Environment focused show interviewing global experts on various hot topics

- ON HOLD
- Music show highlighting the history of the music being played
 - Idea is TBD - slated for Q3 or Q4 of 2024

Community Partnerships

- Students:
 - Preparing for booth representation at JMHS Science Fest

Social Media

- Facebook:
 - Reach increased 30.5% from January
 - Student visits and producers active on social media
- YouTube:
 - 18 new subscribers
 - 7,483 views
 - 24.4K minutes watched
- Instagram:
 - New thumbnails added to increase overall profile look and began posting more frequently - more insights to come

Production Report – February 2024

Respectfully submitted by Bobbie Ferguson, Chief Production Officer

Type of Production	February 2024
Member Productions & Preproduction Meetings	6
Pasadena Media Productions - Studio	2
Pasadena Media Productions - Field (Includes <i>PMN</i>)	21
KPAS/City Productions	23
Pro Services	2
Special Projects	1

Program Highlights:

- Pasadena Media broadcast and streamed the 42nd Annual Black History Parade.
- Pasadena Media covered the annual Mayor's State of the City Address from the Cahill Center for Astronomy and Astrophysics at Caltech.
- Pasadena Media has recorded the first session of *ADA Tips in a Minute* with Sara Goldman, Accessibility Coordinator for the City of Pasadena. These short segments will focus on various accessibility topics and will be recorded monthly.
- For the second year, Pasadena Media was hired for pro services to capture the Western Justice Center's annual Peer Mediation Invitational.
- Pasadena Media covered the Villa Parke Youth Soccer League Inauguration and Parade.
- Pasadena Media edited a promotional *History at Home* segment for Pasadena Museum of History's Quilts on the Wall exhibition.

Operations Report – February 2024

Respectfully submitted by Chris Miller, Chief Operating Officer

- **UPDATE - City Council Chamber Upgrade: Walkthrough Completed**
I participated in a walkthrough at City Hall with the selected vendor to clarify the scope, discuss potential issues and answer questions. Work is likely to occur this summer.
- **UPDATE - PEG Requests: In Progress**
Select staff members have received some training on the new flypack at TV Pro Gear's facility in Glendale. The electric van arrived two weeks ago, at approx. \$10,000 under the requested amount. The next steps for the van are to install flooring and either a lift gate or ramps to roll the fly pack in and out. In addition, we'll need to address electrical work, air conditioning, and insulation. We expect to bring another PEG request before you for that work shortly.
- **UPDATE - FY23 Audit: 990 Filed**
The tax return draft you saw last month was submitted.
- **UPDATE - ACM West Meetup: February 8 At Pasadena Media**
Alliance for Community Media President Mike Wassenaar was in our studio with about a dozen SoCal community media personnel including representatives from LA, Monrovia, Oceanside, Riverside, and Ventura. With participants from unique organizations, it was interesting to hear the varied success stories (and what constitutes success) from fee-for-service endeavors, captioning advances, focusing on community radio, and just being responsive to consumer issues. As far as issues on the horizon go, as always there was the revenue question. As cable revenue declines, what will we all do for funding? We touched on the regulatory concerns you've seen in my reports as well as various efforts in other states.
- **UPDATE - Studio Coordinator Hiring: Offer Accepted**
Our new hire is expected to start Monday, March 11.
- **Studio Charter Cable Boxes Issue: Completed**
For over three years, the studio's cable boxes have had worsening issues displaying PEG channels. After discussing this issue with meetup participants, I reached out to one of their Charter contacts. A few days later, five Charter technicians were in the studio. A few days after that, the issue was solved as you can see on our multiviewer.
- **Server Room Air Conditioning Failure: Ongoing**
The mini split A/C unit that cools our server room requires a major repair after failing for a second time recently. We are seeking quotes now.

Executive Director CEO Report – February 2024

Respectfully submitted by George Falardeau, Executive Director CEO

- Attended the live-streamed event of the Mayor's State of the City Address at Caltech's Cahill Center for Astronomy and Astrophysics. The event's theme was "Leaping into the Future" highlighting the city's challenges, accomplishments and future prospects. The event was well attended and our overall/streaming coverage went well. Bobbie Ferguson produced a 12-minute video piece played during the mayor's speech. The mayor used our new teleprompter device operated by Chris Miller. Bobbie Ferguson in conjunction with Lisa Derderian and Vania De La Cuba produced this event. Job well done to Pasadena Media production team for making this event a success.
- Many thanks to the City of Pasadena employees and volunteers that helped make the Black History Parade live stream telecast for KPAS a success. The parade was well organized. Timing and interviews with parade dignitaries was well paced. Coverage by our moderators and guest interviews worked well. Well attended and appreciated by the public. A special acknowledgement goes to our producer, Bobbie Ferguson, and the entire Pasadena Media team for their outstanding job.
- Updates and changes will be added to Pasadena Media's Community Producer's Handbook. These updates and changes will be addressed by Jasiri Jenkins-Glenn, our Community Engagement Director, and will be shared with the community producers at an upcoming Orientation. Those changes will include, but are not limited to, equipment checkout, studio and editing reservation systems, as well as clear language from Pasadena Media's Articles of Incorporation regarding utilization of Pasadena Media's assets and equipment during an election.
 - Articles of Incorporation Article IV, Section B states that: 'Notwithstanding any other provision of these Articles, the corporation shall not carry on any other activities not permitted to be carried on (a) by a corporation exempt from federal income tax under Section 501 (c) (3) of the Internal Revenue Code or (b) by a corporation to which contributions are deductible under Section 170 (c) (2) of the Internal Revenue Code.' Additionally, Article IV, Section C states that 'no substantial part of the activities of this corporation shall consist of carrying on propaganda, or otherwise attempting to influence legislation, and the corporation shall not participate or intervene in any political campaign (including the publishing or distribution of statements) on behalf of any candidate for public office.'

- Attended the Pasadena Executive Roundtable on Wednesday, February 28th at City Hall with guest speakers City Manager Miguel Márquez and Assistant City Manager Brenda Harvey-Williams. Topics included how the City of Pasadena supports the non-profit organization within our city. The meeting allowed Executive Directors and CEOs to ask questions regarding further support from the city as well as how they may support the city overall. The meeting was well attended and well received.
- Alliance for Community Media West (ACM) Southern California Meetup was held here at our Pasadena Media facility. Thanks to Chris Miller, President of ACM West, for arranging this successful event with approximately 20 attendees. Topics include fundraising, utilization of PEG funds, staffing, making connections with other community access organizations. It was a very successful meeting.
- Met w/ Kevin Johnson, City of Pasadena Principal Planner (Dept. of Planning and Community Development) along with our Chief Operating Officer Chris Miller, Chief Production Officer Bobbie Ferguson and Community Engagement Director Jasiri Jenkins-Glenn. Discussed the City's program identifying historic buildings and locations in the City of Pasadena and discussed synergy with Pasadena Media regarding our plans to create a program about historic buildings; details forthcoming.
- I was a guest speaker along with Lisa Derderian at Civitas, a social club here in Pasadena. Also, in attendance was our CPO Bobbie Ferguson and Community Engagement Director, Jasiri Jenkins-Glenn, as well as Andre Coleman, Chief Editor at Pasadena Now. Discussed issues on how the community gets local news, the shift in staffing for newspapers and television, as well as the need for local coverage. The event was well attended at the Blinn House with a robust discussion with all attendees.
- The Community Engagement team has created a new writing class for community producers. This class was conducted by Angela Harrer and was well received. Future classes are scheduled, Jasiri Jenkins-Glenn to provide details.
- Pasadena Media received \$22,000 in compensation from LA County for coverage of monthly Altadena Town Council Meetings.
- We are pleased to announce that we have taken possession of our new all-electric 2023 Ford Transit 350. The retrofitting of TV production equipment for the van is currently underway. Chris Miller will provide further updates.

- We're pleased to announce that Pasadena Media, under the direction of our Community Engagement Director Jasiri Jenkins-Glenn, has hired Sharon Huang, a graduate of UC Berkeley with a B.A. degree in Film, Media and English. Ms. Huang, with her background in production and directing, will contribute as our social media support. We look forward to her start next week. This brings our total head count to 12.
- Attended various meetings such as Rotary Luncheon, Rotary Board, Pasadena Chamber of Commerce Board and Civitas. Additionally, I also met with Mic Hansen, Bill Bogaard and Taka Suzuki.

Staff Report

Amending of Contract for Strategic Planning Services

March 5, 2024

Recommendation:

It is recommended that the Board of Directors:

- A. Find that the proposed action is exempt from the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines Section 15061(b)(3) (Common Sense Exemption); and
- B. Authorize the Executive Director/CEO to enter into an amendment to the strategic planning services contract with OEG, LLC to allow for reimbursement of \$137.50 for online survey expenses.

Background:

On September 5, 2023, the PCAC Board of Directors approved a zero-dollar contract with The Organizational Effectiveness Group, LLC (OEG). In exchange for strategic planning services, OEG was to receive in-kind production services valued at up to \$7,500. Last month, OEG requested PCAC reimburse OEG for a third party that had billed \$137.50 for services regarding the online survey sent out in December 2023. Any increases to the contract value, including the pending request, must also be approved by the Board.

Scope:

OEG has provided and will provide strategic planning services including pre-work, facilitation, document drafting, and follow-up.

Timeframe:

It is envisioned this will be concluded by June 2024, and consume approximately three days, or 24 hours.

Fiscal Impact:

PCAC will provide in-kind media production services valued at up to \$7,500 per rate card "Rev. 2021c" which must be utilized by December 31, 2025. In addition, if this request is approved, PCAC will reimburse OEG for up to \$137.50 for third party services.

Respectfully submitted,
Chris Miller
COO

FY25 Proposed Operating Budget

revised March 1, 2024

		FY25 Proposed	FY24 Adopted	Difference	%	FY24 Forecast	Ad/For Diff	FY23 Actuals
	Income							
1	4200 City of Pasadena	1,150,000	1,095,000	55,000	5%	1,095,000	-	1,052,000
2	4300 Contributions & Grants	8,000	8,000	-	0%	4,500	(3,500)	6,622
3	4700 Production Services	35,000	32,000	3,000	9%	40,000	8,000	30,765
4	4800 Program Services	9,000	8,000	1,000	13%	8,000	-	4,275
5	4900 Other Revenue	1,000	1,000	-	0%	346	(654)	62
	Total Income	1,203,000	1,144,000	59,000	5%	1,147,846	3,846	1,093,724
	Expenses							
6	5100 Salaries & Wages	708,306	659,760	48,546	7%	623,441	(36,319)	626,719
7	5200 Payroll Taxes	59,498	58,059	1,439	2%	52,992	(5,066)	49,293
8	5300 Benefits	116,879	105,745	11,134	11%	100,353	(5,392)	96,216
8a	5310 Health Benefits	85,648	77,762	7,886	10%	69,603	(8,159)	70,813
8b	5320 Retirement	18,000	15,000	3,000	20%	17,767	2,767	13,194
8c	53X0 LTD/Life Insurance	2,231	1,983	248	13%	1,983	-	1,750
8d	5390 Worker's Compensation	11,000	11,000	-	0%	11,000	-	10,458
9	6000 Occupancy Expenses	220,655	226,485	(5,830)	-3%	207,885	(18,600)	192,571
10	7120 Accounting & Audit	20,317	17,645	2,672	15%	20,047	2,402	18,215
11	7130 Advertising & Marketing	3,000	3,000	-	0%	3,000	-	2,359
12	7140 Automobile Expense	2,000	1,450	550	38%	1,450	-	556
13	7150 Bank & Payroll Processing	1,700	1,700	-	0%	1,830	130	1,361
14	7160 Board Materials & Expense	120	120	-	0%	120	-	107
15	7170 Cable Drop Fees	9,451	9,312	139	1%	9,451	139	9,325
16	7180 Contract Labor	2,000	1,800	200	11%	2,525	725	2,231
17	7240 Dues and Subscriptions	3,500	3,500	-	0%	2,230	(1,270)	2,190
18	7440 Legal & Professional Fees	20,000	20,000	-	0%	34,440	14,440	20,000
19	7460 Licenses, Permits & Other	224	174	50	29%	224	50	213
20	7480 Meals & Entertainment	1,900	1,800	100	6%	2,336	536	2,472
21	7500 Office Expense	7,500	7,500	-	0%	7,500	-	9,526
22	7600 Production Expense	21,000	21,000	-	0%	24,000	3,000	19,488
23	7700 Professional Development	2,100	2,100	-	0%	4,625	2,525	4,150
24	7800 Travel & Lodging	2,850	2,850	-	0%	2,675	(175)	2,807
	Total Expenses	1,203,000	1,144,000	59,000	5%	1,101,124	(42,875)	1,059,800
	Net Gain or (Loss)	0	0	0	147%	46,722	46,721	33,924